



OFFICE OF INTERNATIONAL MARKETING

Volume 2

Winter 2002/2003

4TH ANNUAL GOVERNOR'S INTERNATIONAL STUDENT DAY

Nearly 400 international students from 28 universities and colleges from across the state took part in the Fourth Annual Governor's International Student Day, held November 1st at the Capitol Plaza Hotel in Jefferson City. The Missouri Department of Economic Development and its Office of International Marketing, along with the Missouri Department of Agriculture, hosted the event.

International Student Day provides students with the opportunity to network and celebrate their diversity. Students also attended an educational seminar in the morning and were given a tour of the State Capitol and Governor's Mansion in the afternoon. In total, the international students represented 80 countries.

Governor Bob Holden addressed the students during the luncheon. He thanked them for choosing to pursue their studies in Missouri and called their presence "invaluable" because of the diversity and culture they share with Missourians.

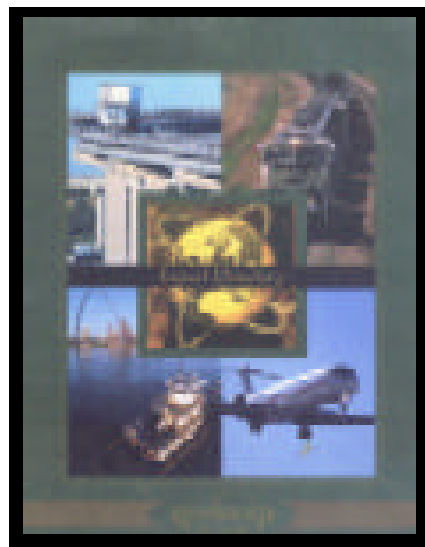
Holden recognized nine international students for their contributions to their communities and their universities. One of the students, Venus Armendia, represented the students and spoke about her experiences as an international student. Other speakers at the luncheon included Peter Hoffherr, deputy director of the Dept. of Agriculture, and Joseph L. Driskill, director of the Dept. of Economic Development. David Schlotzhauer, vice-president of People to People International delivered the keynote address.

International Student Day was sponsored by the Hawthorn Foundation, Maryville University, Saint Louis University, Webster University, Washington University Medical Center-St. Louis, Miller & Company P.C., Elisha Technologies, Par-Way Tryson Company, Missouri Association of REALTORS and Martiz Inc.



Governor Holden recognizes international students. Mario Perez, Rockhurst College, Nadhiya Ita, Southwest Missouri State University, Vishal Kurup, University of MO-KC, Irina Stoyanova, Westminster College, Venus Armendia, Central Missouri State University (Missouri's Outstanding Student Representative). Not pictured-Evgeniy (Jake) Maslov, Missouri Southern State College, Frederico Waitoller, Columbia College, Steven Poirier, Logan College and Guilherme Lima, Lindenwood University.

**Available NOW! Ask us
about the Missouri Ex-
port Directory!**





Ann Pardalos, Coordinator for Missouri International Marketing in Jefferson City, says "Our attendance at the Paris and Farnborough Airshows demonstrated to us how important they are for developing and expanding global business for our aviation and aerospace companies. That is why we are taking a stand for the state of Missouri at the Paris Airshow in 2003."

State of Missouri attends the UK Farnborough Air Show

State of Missouri International Marketing staff attended the Farnborough Airshow in July in the United Kingdom to show support for Missouri companies at the show - Boeing, GKN Aerospace and Essex Industries - and to research potential for expanding Missouri's presence in future years. This follows on from Missouri's successful attendance at the Paris Air Show in France in 2001. MO International Marketing is keen to increase the involvement of Missouri aviation and aerospace companies at these important airshows.

Ann Pardalos, Coordinator for MO International



Ann Pardalos, Coordinator - MO International Marketing, meets with some of the MO companies in the Boeing Chalet at Farnborough. Left to right: Ian Parker, Director of the London office for Missouri International Marketing; Damian Hamp-Adams, Marketing Executive from the London Office; Ann Pardalos; Jeffrey Johnson, Director International Business Development for Boeing Military Aircraft & Missile Systems; Tim Bannister and Robert Geisz from Essex Industries.

Marketing in Jefferson City, says "Our attendance at the Paris and Farnborough Airshows demonstrated to us how important they are for developing and expanding global business for our aviation and aerospace companies. That is why we are taking a stand for the state of Missouri at the Paris Airshow in 2003 and I would strongly recommend that more medium to small companies in these industries come and join with us at these shows."

"We were very impressed by the number of companies that shared facilities on the other US state's stands, especially Florida, Arizona and Kansas. If we are to compete with these states we need to increase the number of Missouri companies sharing our stand and the MO Office of International Marketing is ready and eager to assist them to do this."

Any company interested in exhibiting at the Paris Airshow from June 16-22, 2003 should contact Ann Pardalos at MO Office of International Marketing, 573 751-6605, apardalos@ded.state.mo.us

As an exhibitor you will be among leading-edge companies and key decision makers in today's aerospace industry today. Sectors include aircraft construction & assembly, space, spacecraft, satellite telecommunications, aircraft engines, aerospace power plants & related equipment, weapons systems, pilot & navigation aids, airborne equipment & systems, aircraft interiors, subcontracting, mechanical items & metalworking, composite material & surface treatment, maintenance, product support & spares and transport services.

TEACHERS WANTED IN CHINA

The Office of International Marketing has received a request from our sister state in China, Hebei Province. Missouri and Hebei Province, China have been sister states since January 25, 1994. Hebei is looking for English native speakers (either retired teachers or new graduates) to teach oral English in their high schools.

This would be a one year program and could be extended if interested. Hebei will provide:

1. Round trip ticket

2. Housing

3. A tourist trip inside China during the summer vacation with assistance of an interpreter

4. Compensation of about \$500-600 a month

If you are interested in this program please contact:

Yan Li

International Marketing Specialist

Office of International Marketing

Tel. 573 751-4999 Fax 573 526-1567

E-mail: yli@ded.state.mo.us

Governor Holden meets Malaysian Trade, Industry Delegation in St. Louis

Governor Bob Holden welcomed Rafidah Aziz, Minister of International Trade and Industry of Malaysia and a delegation of senior Malaysian governmental officials and business leaders to St. Louis this past October.

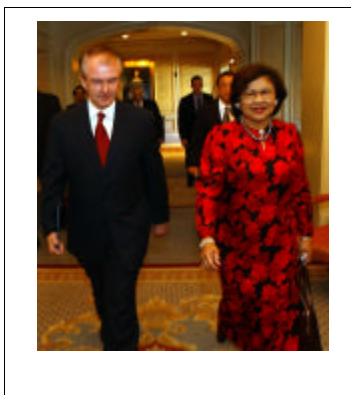
The Chicago office of the Malaysian Industrial Development Authority hosted a luncheon program on "Business Opportunities in Malaysia". Area businesses seeking international business opportunities in Southeast Asia attended meetings with business leaders from Malaysia.

The objective of the conference was to highlight business opportunities in Malaysia for companies in St. Louis and the region and to enhance business relations between Malaysia and the United States. Minister Rafidah also highlighted the market opportunities in the newly created ASEAN Free Trade Area (AFTA), a market with a population of more than 550 million people and where Malaysia is at the heart of this high growth region.

"This visit by the Malaysian Trade and Industry delegation will help Missouri build stronger business relationships in Southeast Asia," said MO Department of Economic Development Director Joseph L. Driskill. "It is a wonderful opportunity for Missouri business leaders in the St. Louis region to collaborate with Malaysian busi-

ness leaders and develop reciprocal trade opportunities that will help both of our economies grow in the future."

The event was organized in cooperation with a number of organizations within the St. Louis region involved in international business development. These organizations include the St. Louis Regional Chamber and Growth Association (RCGA), St. Louis University, The Boeing Company, US-ASEAN Business Council, World Trade Center, U.S. Department of Commerce, Missouri Department of Economic Development, Illinois Trade Office (SIU) and Global Vision Strategies LLC.



Gov. Holden accompanies the Malaysian Minister of International Trade & Industry, Rafidah Aziz, before they met to discuss trade between Missouri and her nation.

CHINA MISSION 2003

China holds huge potential for exporters, particularly in the key sectors such as energy, environment, technology, telecommunications, medical equipment, construction materials, services and franchising. With China's accession to the World Trade Organization, the number of sectors with market potential is expanding dramatically.

The Missouri Office of International Marketing will lead a trade mission to China March 29 - April 9, 2003. The trip will include customized business meetings in Beijing, Shanghai, Hebei and Hong Kong and much, much more.

For more information please contact: Yan Li, State of Missouri, 573 751-4999 or E-mail: yli@ded.state.mo.us.

***Search for New
Trade Leads
List Your Company
for Free***

*Contact the MO Office of
International Marketing
(573) 751-4999
missouri@ded.state.mo.us*

JETRO & MO DEPT. OF ECONOMIC DEVELOPMENT BIOTECHNOLOGY SYMPOSIUM

The Japanese External Trade Organization (JETRO) and the MO Department of Economic Development with the cooperation from the plant and life sciences communities of Missouri, are planning a biotechnology symposium scheduled for the afternoon of February 27, 2003 in St. Louis, Missouri.

The symposium entitled Japan and Missouri: Alliance Building, Co-Investment and Co-licensing of Biotechnology Innovation will consist of two panel discussions. The first panel will focus on Japanese investment and licensing of U.S. biotechnology innovation.

The second will focus on the theme of building sustainable technology companies.

To receive more information on this symposium please contact: Eric Mercer, Marketing Specialist, MO Office of International Marketing, (573) 522-8465 or E-mail emercer@ded.state.mo.us



Ask us About !



Calendar of Events

February

- * **27- St. Louis- Biotech Symposium** (see page 3 for more information)

March

- * **29 -April 4- Trade Mission to China** (see page 3 for more information)

April

- * **7-15- Multi-State Catalog Exhibition - South Africa,, U.A.E., Morocco, Kenya and Armenia.** (For more information contact: Bronwen Madden at 573 751-4999 or e-mail bmadden@ded.state.mo.us)

June

- * **16-22 Paris Airshow** (see page 2 for more information)

We're on the Web

www.missouridevelopment.org/intermark



*State of Missouri
Department of Economic
Development
Office of International Marketing*

The Office Of International Marketing

Since 1979, the Office of International Marketing (OIM) has been assisting companies to create new business overseas. Through our office in Jefferson City, professional staff is available to take the fear and uncertainty out of global marketing. Assistance includes: international sales consulting, market research, marketing strategies, foreign relations and protocol and trade lead generation.

OIM operates foreign offices throughout the world that partner with our domestic staff to market your goods abroad. Consider these branch offices "your home away from home." Staff is located in Japan, Mexico, Brazil, Ghana, South Africa, Germany, the United Kingdom, Korea, Israel and Taiwan.

No Matter if you're experienced in international marketing or just starting out, OIM has the answers and the services you're are looking for:

Consulting - Agent/Distributor Search - Catalog Shows and Material Distribution - Competitive Analysis - Customized Company Missions - Customized Market Analysis - Foreign Trade Missions - International Finance - International Trade Shows Coordination and Consulting - Missouri Export Directory - Trade Leads

COLUMBIA'S COMMUNITY RADIO BI-LINGUAL PROGRAMMING IN MID-MO

Bronwen Madden, International Marketing Specialist with the Missouri Department of Economic Development spends her days helping Missouri businesses export their goods to the Americas and volunteers her time on Saturday mornings as technical producer of KOPN's La Hora Latina morning show.



Technical producer Bronwen Madden, producer Suan Pineda and assistant producer Alonso Sotojoya run KOPN's La Hora Latina. Photograph taken by David Barreda

This program can be heard from 9am to 10am every Saturday morning on KOPN 89.5 FM and reaches out to the Spanish-speaking population of the greater Mid-MO area.

La Hora Latina, The Latin Hour, strives to deliver information and entertainment to the Hispanic community as well as those interested in Latin culture. The objective is to strengthen the relationships between Hispanic and non-Hispanic communities through music, news, public service

and announcements and the sharing of culture provided by special guests and interviews. One defining factor of La Hora Latina is that it is bilingual - both in English and Spanish, as its founder, Cristina Lindall, created it so that all could be included.

In February Bronwen will have been with La Hora Latina for three years. Currently we have a team of five: Susan Pineda, Head Producer and Host; Bronwen Mad-

den, Technical Producer; Federico Waitoller, Technical Assistant and Host; Alonso Carlos Soto Joya, Host; and Javier Solano Marzo, Host. If you would like to contact La Hora Latina, you may send an e-mail to lahoralatina@hotmail.com. Membership is always sought as KOPN is a community station, which is listener supported. KOPN is the only radio station in Mid-MO to offer bilingual programming.